

# Form ADV-CRS (Customer Relationship Summary) Part 3 January 25, 2024

#### **Item 1: Introduction**

Skyview Financial Group ("Skyview") is an investment adviser registered with the United States Securities and Exchange Commission. Such registration does not imply competence. Free and simple tools, and educational materials about broker-dealers, investment advisers, and investing are available to research firms and financial professionals at <a href="https://www.Investor.gov/CRS">https://www.Investor.gov/CRS</a>.

## Item 2: Relationships and Services

### What investment services and advice can you provide to me?

It is important for you the customer to understand the difference in fees and services between brokerage firms and investment advisers. Our services include investment and portfolio advice and management, educational seminars and financial planning for individuals, high net worth individuals and retirement plans. Our firm is a fee only (refer to Item 3) investment advisory firm. After we agree on an investment strategy, you grant us discretion (we determine for you) how we manage your account. Your account is custom-tailored to your specific investment objectives. We manage accounts on a client-by-client basis, and often on an account-by-account basis.

There is no minimum account size for starting and maintaining an advisory relationship. All accounts are reviewed with you by your assigned advisory representative, initially and at least annually. The reviews focus on consistency of portfolio investments with investment objectives and risk tolerances. In addition, investment constraints are considered and tested against portfolio holdings.

Our investment adviser representatives are licensed advisers with the state(s) in which they conduct business. Please refer to the firm's Brochure Supplement-Part 2B of Form ADV for specific education, experience, and qualifications of each of our professionals.

### How will we choose investments to recommend for your account?

After we jointly review your financial situation, Skyview Financial's investment adviser representatives ("IARs") primarily will recommend that clients authorize the active discretionary management of their assets. Account supervision is guided by the client's stated objectives (e.g. conservative, moderate, balanced, growth, aggressive), as well as tax considerations. Based on these considerations, Skyview will select specific investments for your portfolios using fundamental and technical analysis. Skyview will exercise discretionary authority over your account, which means we will select the amount of securities bought and sold for your account with or without your prior approval.

Conversation starters: We encourage you to ask your finance advisor these key questions:

- 1) Given my financial situation, should I choose an investment advisory service? Why or why not?
- 2) How will you select investments under your discretionary authority?
- 3) What is your relevant experience and educational background in the financial services business? What do your qualifications mean?

## Item 3: Fees, Costs, Conflicts and Standard of Conduct

### What fees will you pay?

Fees for individually managed accounts range up to 1.5% annually depending on the complexity of the services to be provided, level of assets managed and overall relationship with the advisor. The asset management fee will be determined at the time of the advisory agreement. Our fee is based on the total market value of your account on the last day of the prior calendar quarter. Fees and costs will reduce any amount of money you make on your investments over time.

Skyview offers a wrap fee program to our clients. In a wrap fee program, the asset-based fee will include most transaction costs and fees to the broker/dealer or bank that will hold your assets (called "custody") and as a result wrap fees are typically higher than non-wrap advisory fees. Although transaction fees are usually included in the wrap program fee, sometimes you will pay an additional transaction fee for an investment bought or sold outside the wrap fee program. Paying for a wrap fee program could cost more than separately paying for advice and for transactions if there are infrequent trades in your account.

Please note, you will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you will be paying.



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Mutual funds and ETFs recommended by Skyview have underlying fees that are disclosed in their prospectuses. Other costs incurred in your account may include wire transfer and electronic fund transfer fees, fees and taxes on brokerage accounts and securities transactions. We do not collect any fees or revenue from these products.

### What are our legal obligations to you as an investment adviser?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. Here are some examples to help you understand what this means.

<u>Example 1</u>: Skyview and/or its investment advisory representatives may from time to time purchase or sell products or investments that they may recommend to clients. In such circumstances, Skyview or its investment adviser representatives may have a financial interest in recommending investments that Skyview or its representatives also own.

## How do your financial professionals make money?

Skyview and its investment adviser representatives receive compensation based on a percentage of your assets under management. As the value of your assets under management increases, the total compensation you pay to Skyview and its representatives also increases. However, if your account value decreases, you still pay a fee to Skyview and its representatives.

## How might our conflicts of interest affect you, and how will we address them?

Because Skyview charges clients a fee based on the value of the client's assets under management, we benefit from the advisory services we provide to you. Since our income comes from the fee we charge, we may take risks to increase your assets so we can earn additional income. We also have an incentive to encourage clients to allocate greater assets to our management services. However, our portfolio management standards and compliance procedures provide guidance to manage your account in accordance with your best interest regardless of this conflict.

**Conversation starter**: If you have any questions concerning our fees or conflicts of interest, please feel free to ask us questions, such as: "How may your conflicts of interests or fee structure affect me, and how will they be addressed?"

### **Item 4: Disciplinary History**

Do we or our financial professionals have legal or disciplinary history?

No. We encourage you to visit investor.gov/CRS for a free and simple search tool to research any of our financial professionals.

Conversation starter: Feel free to ask: "As a financial professional, do you have any disciplinary history? For what type of conduct?"

### **Item 5: Additional Information**

### Where is additional information available?

You should independently confirm all the information stated here with our other regulatory filings. For additional information on our investment advisory services, see our Form ADV, along with the brochure supplement on each of our financial professionals, on IAPD on Investor.gov. Information regarding our firm can be found at <a href="adviserinfo.sec.gov">adviserinfo.sec.gov</a> or by calling our firm at the telephone number listed below for up-to-date information. If you have a problem with your investments, investment account or a financial professional, contact us in writing at the address listed above. If you fail to gain timely satisfaction through this course of action, you may wish to report the problem to the SEC at Investor.gov or call the toll-free investor assistance line at 800-732-0330.

**Conversation starter**: we welcome you to ask "Who is my primary contact? Is he or she a representative of an investment adviser representative? With whom may I speak if I have concerns about my primary contact?"

Your adviser serves as your primary contact with our firm. If you have concerns about how this person is treating you, you should contact our Chief Compliance Officer, Alex Potenza, at (888) 406-0444.